

# BRANDING YOUR BUSINESS.

A Guide to Successful Branding in 2023

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Growth Strategist, Fractional CMO and Founder

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# About Your Speaker: Jason Abrahams



Jason Abrahams is a veteran marketing communications executive, growth strategist, fractional chief marketing officer, and founder of Next Play Marketing. Utilizing his rich, market-tested playbook and the “next play” philosophy, Jason provides fractional marketing leadership to growth-focused small and mid-market businesses. Acting as an outsourced Chief Marketing Officer, Jason has a proven record of building stronger brands, driving client engagement, and attracting more leads while maximizing return on marketing spend.

Before founding Next Play Marketing, Jason was a partner and led strategy at a Chicago-based full-service marketing agency. He has also held various client-side marketing leadership positions, was an instructor at the Digital Professional Institute at Tribeca Flashpoint, and frequently speaks on marketing trends and best practices.



The world of business has evolved.  
How we **communicate**, how we  
**manufacture**, how we **buy**...



... so why  
hasn't your  
**BRAND**  
evolved too?



It's time to take your  
manufacturing brand  
seriously!

# YOUR BRAND MATTERS

20% of buyers engage at the start of the buying decision.

55% of buyers engage once they have narrowed down manufacturer options to a couple of manufacturers.

25% engage only to confirm pricing and delivery details.



Visits your website, takes your information, and writes you off without you ever knowing you were in the running.

# BRAND STAKEHOLDERS



**CUSTOMERS**



**EMPLOYEES**



**INVESTORS**



**SUPPLIERS**



**COMMUNITIES**



**GOVERNMENTS**

# WHAT IS A BRAND?

A **brand** is a name, term, design, symbol or any other feature that identifies one seller's goods or service as distinct from those of other sellers.

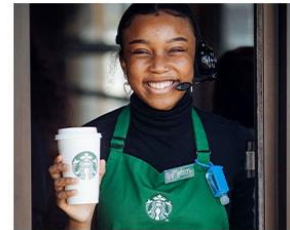
It is at the essence of who you are as a company.

It's how you behave and the experience you provide your stakeholders.





BRAND  
EXAMPLE:  
STARBUCKS



YOUR BRAND  
ALREADY EXISTS...

BUT IT'S NOT  
SET IN STONE

If you are competing on price, then you have failed to establish the true value of what you make in your customers' minds.

# A STRONG BRAND IS:



- **CONSISTENT**  
*fulfills expectations every time*
- **COMPELLING**  
*provides reasons to choose you over others*
- **CLEAR**  
*people “get” you in a glance*

# BRAND BLUEPRINT



## STORY

WHO  
WHAT  
WHERE  
WHEN  
WHY



## NICHE

CUSTOMERS  
NEEDS  
VALUE  
PEERS  
POSITIONING



## IMAGE

LOGO  
TAGLINE  
PERSONALITY  
ATMOSPHERE  
ETHICS  
CUSTOMER SERVICE

Download Brand Blueprint Worksheet: [nextplaymarketing.com/worksheet](https://nextplaymarketing.com/worksheet)

# OFFLINE & ONLINE ALIGNMENT

- Every interaction is a branding opportunity – both offline and online.
- Many interactions take place without you knowing it (the invisible buyer).
- Bridge the gap between the offline and online world by creating a cohesive and consistent customer experience.
- Align your offline and online marketing efforts with coordinated messaging.

*Case studies show that combining online with offline efforts delivers 20%+ growth in response rates and brand recall.*

# TIPS FOR BUILDING YOUR BRAND

1

Tell your brand story

2

Make valuable content

3

Position your brand as a thought leader

4

Design appropriately

5

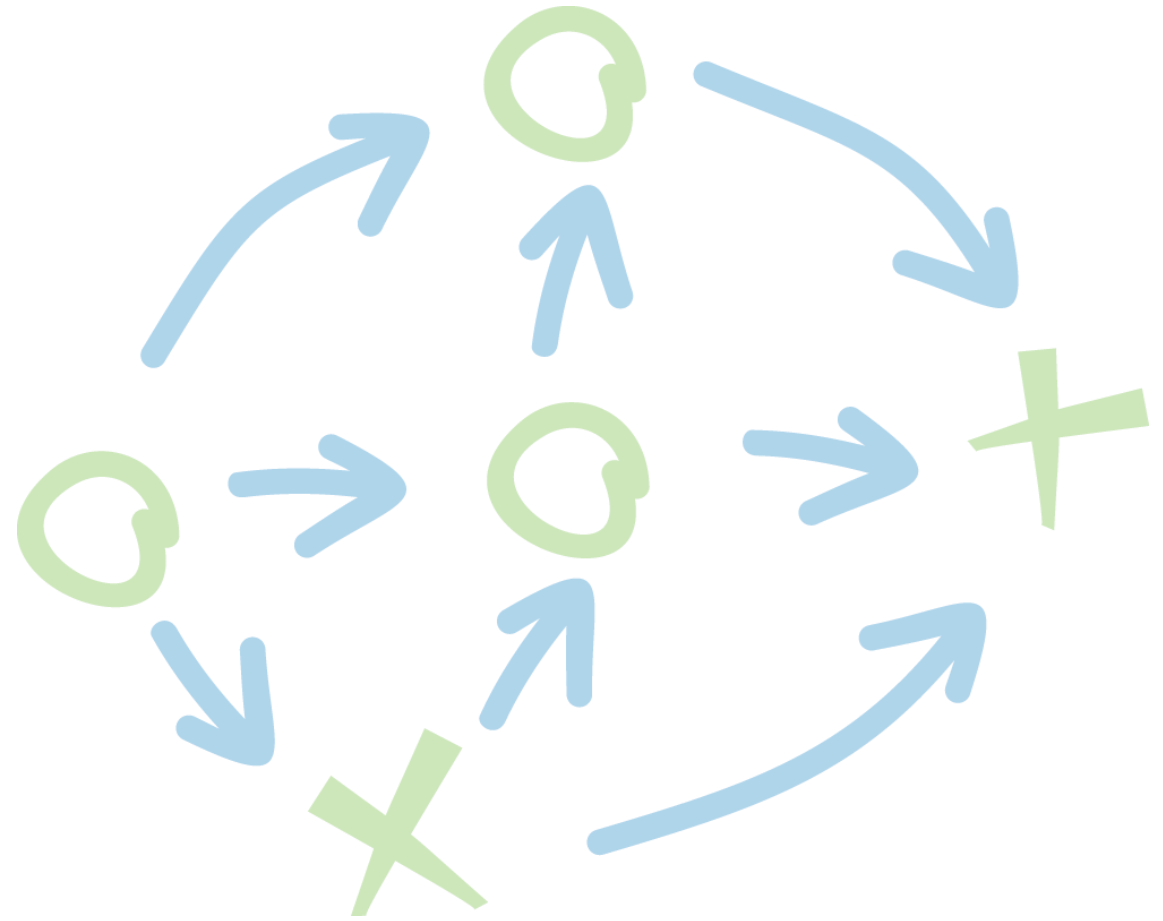
Develop community

6

Help others tell your brand story

# THANK YOU!

QUESTIONS?





# UPCOMING IMEC EVENTS

Visit [www.IMEC.org/Events/](http://www.IMEC.org/Events/) for the complete list of upcoming events.

The screenshot shows the IMEC website's navigation bar with the following items: IMEC logo, Coronavirus Updates, Made in IL Community, Solutions + Resources, Client Successes, **Events** (circled in red), and About IMEC. Below the navigation bar is a banner for 'Upcoming Events' with a background image of a woven basket. Underneath the banner is a search bar with the text 'Search for events' and a location filter 'In a location'. To the right of the search bar are buttons for 'Find Events' and 'Hide Filters'. Below the search bar are three filter buttons: 'Featured Events', 'Region/Topic', and 'Cost (\$)'. At the bottom of the search bar area, there is a 'Today' button and a dropdown menu labeled 'Upcoming'.